

Message Text

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62

ACTION EA-09

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FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 6708

AMCONSUL HONG KONG

AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

AMEMBASSY SINGAPORE

UNCLAS BANGKOK 32737

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: FY 78 PROMOTION SCHEDULE

REF: (A) USDOC 20188, (B) BANGKOK 6471, (C) 72 BANGKOK 13911,

(D) BANGKOK A-183

1. EMBASSY CONCURS GENERALLY WITH USDOC REVISED FY 1978 PROMOTION SCHEDULE. HOWEVER, WE BELIEVE THE FEASIBILITY OF A TEXTILE EQUIPMENT TECHNICAL SALES SEMINAR SHOULD PERHAPS BE REEXAMINED SIX MONTHS PRIOR TO JANUARY 1978. THAILAND'S TEXTILE INDUSTRY EXPANDED SIGNIFICANTLY DURING 1973-74 AND THE RECESSION THAT FOLLOWED GAVE RISE TO SUBSTANTIAL IDLE PRODUCTION CAPACITY. ALTHOUGH THE INDUSTRY HAS RECOVERED TO SOME EXTENT, THE MILLS, AT THE END OF 1975 WERE OPERATING AT ONLY ABOUT 85 PERCENT OF CAPACITY. TEXTILE INDUSTRY'S CONTINUED RECOVERY IS EXPECTED AND THE POTENTIAL U.S. EXPORTS OF TEXTILE MACHINERY TO THAILAND IS LIKELY TO INCREASE FROM THE \$7.06 MILLION RECORDED IN 1975 (REF. D).

2. IT IS SUGGESTED THAT THE RANGE OF PRODUCTS TO BE REPRESENTED IN THE TIMBER PROCESSING TRADE MISSION ALSO INCLUDE WOOD PROCESSING AND FINISHING MACHINERY AND EQUIPMENT. REF. C EXPRESSED REASONS FOR EMBASSY'S RELUCTANCE FOUR YEARS AGO TO CONCUR IN SIMILAR PROPOSED TRADE MISSION FOR THAILAND. THE RTG UNCLASSIFIED

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RESTRICTIONS ON TIMBER REMOVAL THEN EXISTING HAVE SINCE BEEN

REPEALED BUT NEW REGULATIONS HAVE BEEN ADOPTED THAT LIMIT EXPANSION OF EXISTING SAWMILLS AND PROHIBIT THE ESTABLISHMENT OF NEW ONES. RECENT GROWTH OF FURNITURE MANUFACTURING IN THAILAND, WE BELIEVE, REPRESENTS A SIZABLE MARKET FOR WOOD PROCESSING AND FINISHING MACHINERY AND EQUIPMENT.

3. IT IS NOTED FROM REFTTEL A THAT THERE ARE ONLY FOUR PROMOTIONS FOR THAILAND AND "NO TRADE FAIRS" SCHEDULED. DOES THIS IN EFFECT DEFINITELY EXCLUDE THE POSSIBILITY OF THE AGRI-BUSINESS EXHIBITION WHICH WAS STILL SCHEDULED AS AN ALTERNATE TRADE FAIR FOR FY 78 AS RECENTLY AS OCTOBER (STATE 249506)? THIS EXHIBITION REMAINS HIGH ON EMBASSY LIST OF PRIORITIES. JUSTIFICATION GIVEN IN POST RECOMMENDATIONS, AND ACCEPTED BY USDOC FOR FY 77 CCP, REMAINS VALID AND WARRANTS UEDOC'S RECONSIDERATION. CLARIFICATION IS REQUESTED.

WHITEHOUSE

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